



**Visit Marshall Advisory Board
Agenda
March 23,2021 1:30 PM
Memorial City Hall 3rd Floor**

****This meeting will be conducted utilizing a video and audio conferencing tool, ZOOM.****

1. **Call to Order and Roll Call of Members**
2. **Citizen Comment**
3. **Approval of Minutes**
Approve January 19, 2021 minutes
4. **New Business**
 - A. Staff Report
 - B. HOT Funds 2020 Collection & Expense Report
 - C. 2021 Marketing Contracts
 - D. 2021 HOT Funds Grant Application Review & Approval
5. **Adjournment**

Certificate

THIS IS TO CERTIFY THAT THE ABOVE NOTICE OF MEETING WAS POSTED ON THE BULLETIN BOARD AT CITY HALL OF THE CITY OF MARSHALL, TEXAS ON OR BEFORE THE 11TH DAY OF FEBRUARY 2021, BY 6 PM AND WAS POSTED IN ACCORDANCE WITH CHAPTER 551, LOCAL GOVERNMENT CODE (THE TEXAS OPEN MEETINGS ACT). ITEMS POSTED IN THE OPEN SESSION PORTIONS OF THE OPEN SESSION PORTIONS OF THIS AGENDA MY ALSO BE DISCUSSED IN CLOSED OR EXECUTIVE SESSION IN ACCORDANCE WITH THE PROVISIONS OF THE TEXAS OPEN MEETINGS ACT.

THIS MEETING WILL BE CONDUCTED IN ACCORDANCE WITH THE AMERICANS WITH DISABILTIES ACT. THE FACILITY IS WHEELCHAIR ACCESSIBLE AND HANDICAP PARKING IS AVAILABLE. REQUEST FOR SIGN INTERPRETIVE SERVICES WILL BE AVAILABLE WITH AT LEAST 48 HOURS NOTICE PRIOR TO THE MEETING. TO MAKE ARRANGEMENTS FOR THOSE SERVICES PLEASE CALL PATTY MUNDS AT (903) 935-4417.

Mallori James

Mallori James, Tourism & Cultural Arts Director

ITEM 3

Visit Marshall Advisory Board January 19, 2021 Meeting Minutes

****The meeting was conducted utilizing a video and audio conferencing tool, Zoom**

1. Call to Order and Roll Call of Members

Board members in attendance Chair George Carter, Vice Chair Wes Smith, Ryan Erwin, Via Zoom: Jill Davis, Barbara Judkins and Ex-officio Member Amy Ware. Staff in attendance Mallori James and Patty Munds.

2. Citizen Comment

There were no citizen comments.

3. Approval of Minutes

A. No Minutes to approve

Mrs. James will bring the last minutes from 2020 to approve at February's meeting. Mr. Carter requested the minutes from a meeting in July be included as well.

4. New Business

A. Election of Chair & Vice Chair

Barbara Judkins recommended the Chair George Carter and Vice Chair Wes Smith continue to serve in 2021.

Jill Davis made a motion to accept recommendation from Barbara Judkins, Barbara Judkins 2nd, all in favor, motion was carried.

B. Staff Report

Mallori James provided the board with a staff report

5. HOT Funds 2020 Collection Report

To date collection in HOT Funds in 2020 (December is yet to be reported)

\$661,728.22. The board had questions about the remaining balance for 2020 and where the funds are now. Mallori will follow up with Finance Director regarding the matter and report back in February.

6. 2021 HOT Funds Budget Review

Mallori James provided the board with the proposed 2021 HOT Funds Budget. George Carter and Wes Smith had questions regarding the "debt" that is paid to the city at the end of each fiscal year. Would like to have more information on how that is done.

7. Discuss 2021 HOT Funds Grants

Staff has yet to send out applications to perspective recipients. Mallori James stated that she expects to have those out in February and for review by March at the latest. She stated that Visit Marshall will honor and provide reimbursement for any event held in 2021 prior to the applications and approvals.

Adjournment 5:03

Motion was made by George Carter, 2nd by Wes Smith all in favor, motion carried.



Agenda Information Sheet

Item 4A

March 23, 2021

Agenda Item

Receive Staff Report

- Website update- I have pressured our developer to launch the website by mid-April. I've seen progress on the back end I'm happy with. Some tweaking is what remains. Hopeful for launch by end of April!
- Staff met with consultant from Heartland Play- who designs parks to discuss ideas for vacant Perkins Space
- Staff is developing a survey for public input on this space, it will be available for 2 weeks online
- Memorial City Hall 2021 season will be pushed back to the late summer – announcement soon.
- City facilities back open to public, asking for masks to be worn.
- Rental events are scheduled beginning the week of March 22 in Memorial City Hall. Events begin first weekend of April for Convention Center and Community Centers.
- The new Main Street Manager, Veronique Ramirez, began on Monday, March 15th.
- The “Downtown Marshall” billboard on HWY 59 is damaged and we are waiting on a bid for removal.
- Staff will be pursuing new marketing photos of Marshall in the spring to use for advertisement efforts, plans to work with local photographer
- Staff would like to hire a part-time visitor's services employee to staff the visitor's center in 2022. Possibility of a split between HOT and General Fund (acting as assistant in Main Street)
- Staff also proposes hiring part time or full time tourism assistant in 2022- handle marketing work load, digital media, website, blog, newsletter, etc.



Agenda Information Sheet

Item 4B

March 23, 2021

Agenda Item

2021 HOT funds revenue to date & Final 2020 HOT funds revenue/expenses

Awaiting information from Finance Department as of 3/17



Agenda Information Sheet

Item 4C

March 23, 2021

Agenda Item

2021 Marketing Contracts

1. AJR Media Group
 - a. Texas Highways Magazine Ad (May, July, December), State Travel Guide (Annual publication), Texas Highways Events Calendar (Spring March-May, Winter December-Feb) Tour Texas.com (Ongoing listing-annual)
 - b. \$12,867.20

2. County Line Magazine
 - a. eMagazine (6 ads), Destination listings (ongoing) ads, Enewsletter (2 ads per month) Calendar listing (unlimited), 8 editorial's annually, Social media posts (4 per month), Social media shares (unlimited)
 - b. \$6,090.00

3. North East Texas Tourism Guide
 - a. ½ page advertorial, 6 event listings, 2 see & do listings, directory listings, banner ad on visitnortheasttexas.com
 - b. \$2,850.00

4. Destination East Texas
 - a. 2 half page ads
 - b. \$610

5. Outfront Media
 - a. Billboard 1-20W spur 156/Waskom
 - b. \$9,100

6. KTBS (Spirit of Christmas)
 - a. Half hour live special featuring Wonderland of Lights, links to site on KTBS page, promotion of special week leading up to special.
 - b. \$3,500

7. NEW! Texas Parks & Wildlife Magazine (pending)
 - a. 1/3 page 3x
 - b. \$1,160.00

8. NEW! Travel Texas Co-Op Advertisement (pending)
 - a. Data Warehouse Ad (served digitally) & Featured Pinterest Board
 - b. \$2,250.00 + \$500

9. NEW! Social Media Travel Influencer- “My Curly Adventures” Jessica Serna
 - a. 2 blog posts, Pinterest Promotion, 3 IG posts, 5 stories per day (during stay), 3 TikTok Posts, 1 Vlog, 2 Facebook Posts. Hotel and food provided by Visit Marshall- comped.
 - b. 92K followers IG, 290K followers TikTok, 100K views montly website, 15K e-mail subscribers, 5K pinterest follows/200K monthly views
 - c. \$1, 250.00 + cost of hotel/food/drink

Total Spend: **\$39,677.00**



Agenda Information Sheet Item 4D

March 23, 2021

Agenda Item:

2021 HOT Funds Grant Application Review & Approval

Staff received HOT Fund Grant Applications from the organizations listed on the spreadsheet attached. The total budget set aside in 2021 for HOT Fund Grants is \$40,000. Staff is looking for recommendations for requests and staff recommendations.

See attached

HOT Fund Grant Requests & Recommendations At A Glance

Organization	Requested for FY 2021	Total Marketing Budget (required only for event mkt grant)	Estimated Economic Impact	Staff Recommendation	Board Recommendation	Notes
Josey Ranch	\$34,500.00	\$31,300.00	\$71,836.00 Total	\$22,500.00		Applied for support for multiple events at the ranch Up to 50% of marketing budget for event per adopted HOT Funds Grant Policy
Gobble Up The Cash Barrel Race	\$5,000.00	\$15,000.00	\$46,800.00	\$5,000.00		W/ only 55 Hookups at the arena, an estimated 300 or so will stay in hotels for 2 nights. Up to 50% of marketing budget for event per adopted HOT Funds Grant Policy
Michelson Museum	\$8,000.00	\$2,600.00	\$500-\$1,000	\$8,000.00		Cultural Arts Grant
Caddo Kennel Club	In kind facility use	\$10,000	\$62,400	In kind facility use of City Arena		Guests will be in Marshall November 13-14th, the majority are out of town guests. The organization anticipates spending \$10,000 in marketing for the AKC event. 31 different states including Texas are represented at this event.
Texas State Federation of Square & Round Dancers Association	In kind facility use	?	\$14,040.00	In kind facility use of Convention Center		Guests will be in Marshall June 10-13 using the Convention Center for their annual meeting. The group will have a room block of 60 rooms per night in Marshall. The group dines out for every meal, has shopping excursions built into their program and has time to explore and discover the city.

TOTAL

\$47,500

\$35,500

Grant Request Breakdown by Event/Project

Organization	Grant Type	Event/ Project	Amount Requested	Total Marketing Budget	Estimated Economic Impact	Staff Proposal	Note	Board Recommendation
Michelson Museum	Cultural Arts	New Acquisitions	\$8,000.00	\$2,600.00	\$500-1,000	\$8,000.00	Repairs to paintings, advertising w/ TX Monthly Magazine	
Gobble Up The Cash Barrel Race	Events Marketing	Barrel Race @ City Arena	\$5,000.00	\$15,000.00	\$17,350.00	\$5,000.00	Estimated 600 room nights @ adv \$78 per night= \$46,800.00 plus dining, gas, shopping etc	
Texas Square & Round Dancing Association	Events Marketing	Annual Meeting	In Kind use of Convention Center	?	\$14,040.00	Approve	Estimated room nights 320 for adv of \$78 per night= \$24,960.00 plus dining, gas, shopping spend	
Caddo Kennel Club	Events Marketing	Dog show @ Arena	In Kind use of Arena	\$10,000.00	\$62,400.00	Approve	Estimated 200 rooms for 2 nights at \$78 on adverage = \$62,400.00 plus dining, gas etc.	
Josey Ranch	Events Marketing	Valentine Clinic	\$500.00	\$1,500.00	\$2,184.00	\$500.00	marketing & promotion	

Events Marketing	Adult Clinic	\$1,000.00	\$1,800.00	\$3,120.00	\$1,000.00	marketing & promotion
Events Marketing	Spring 1	\$1,000.00	\$2,000.00	\$1,872.00	\$1,000.00	marketing & promotion
Events Marketing	Easter	\$1,000.00	\$2,000.00	\$3,120.00	\$1,000.00	marketing & promotion
Events Marketing	Spring 2	\$1,000.00	\$2,000.00	\$2,340.00	\$1,000.00	marketing & promotion
Events Marketing	Summer Clinic	\$1,000.00	\$2,000.00	\$3,120.00	\$1,000.00	marketing & promotion
Events Marketing	Reunion	\$10,000.00	\$3,000.00	\$12,480.00	\$5,000.00	marketing & promotion
Events Marketing	Jr World	\$10,000.00	\$3,000.00	\$12,400.00	\$5,000.00	marketing & promotion
Events Marketing	CR/BR 1	\$2,500.00	\$3,000.00	\$7,800.00	\$1,500.00	marketing & promotion
Events Marketing	Back To School	\$1,000.00	\$2,000.00	\$3,900.00	\$1,000.00	marketing & promotion
Events Marketing	CR/BR 2	\$2,500.00	\$3,000.00	\$7,800.00	\$1,500.00	marketing & promotion
Events Marketing	Fall	\$1,000.00	\$2,000.00	\$3,900.00	\$1,000.00	marketing & promotion
Events Marketing	Thanksgiving	\$1,000.00	\$2,000.00	\$3,900.00	\$1,000.00	marketing & promotion
Events Marketing	Christmas/New Year	\$1,000.00	\$2,000.00	\$3,900.00	\$1,000.00	marketing & promotion
TOTAL		\$47,500.00		\$166,626.00	\$35,500.00	